

To: Duszynski, R, Noonan, R, Ridge, Robert, Burrows, Robert, Westenberger, R, Keeney, David, Smith, Richard A.,
Jurgensen, Kurt T., Leonard, John M., Norris, Chuck H., Eckardt, Diane C.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/18/97 10:55
Opened: 6/18/97 10:55
Subject: WINSTON NO BULL

CC: Macleod, Stephen, Derosé, Darren, Natale, Fray, 1600 - Buffalo Region (BURRELL)

51852 7144

WINSTON - NO BULL

PDI/Supplemental POS Details

All of the items below must be ordered by the ROU

Available for order: 6/2/97

Available for shipment:

7/7/97

SKU Packing: 1

each

Stick to Stick Comparison Advertising	Item #
5'x3' Stick to Stick Banner (inside) - PDI Menu	528185
Stick to Stick Changemat - PDI Menu	528140
6"x4" Stick to Stick Card w/BRC - PDI Menu	527570

DIVISION ATTORNEYS PDI
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32,580

Supplemental POS/Miscellaneous	Item #		Item #
Small Naked Paster 3643	527591	Giant Inflatable Pack 7	527612
Pack Graphic Attachment N/A	529550	Inflatable WINSTON Cup Car 1	527615
2 Free Pack Consumer Mission Coupons 97	530075	No Bull Decal 3678	527600
No Bull Letterhead** N/A	N/A	Naked 3D Pack Stick On 3743	529553
Retailer Matches 291	527582	Retailer Sweepstakes Cards 164	530231
Select Small PPD Card N/A	529994		

General Market PDI	Item #		Item #
* 5'x3' Attitude Banner (Drive 1-inside)	528182	Large Window/Wall Vertical Pricer	528161
* 9'x3' Attitude Banner (Drive 1-outside)	528173	Pack Replica Ash Tray	532100
* 5'x3' Attitude Banner (Drive 2-inside)	532112	Window/Wall Crash Pack	528155
* 9'x3' Attitude Banner (Drive 2-outside)	532103	New Pack Ground Mt Refurb Kit	528302
* Semi Permanent Display	527603	Large Door Decal	528203
* Pack Replica Temporary Display	530135	Business Hour Decal	528212
* No Bull Metal Sign	531815	Business Hour Frame/Open-Closed	528152
* No Bull Floor Mat	527573	Push/Pull Decals	528215
* WINSTON Ceiling Logo	532052	In/Out Decals	528221

Spanish Supplemental POS/PDI	Item #
Stick to Stick Lg Paster Spanish	527564
6"x4" Stick to Stick Card w/BRC (Spanish)	527924
5'x3' Stick to Stick Banner (Spanish)	528194
Stick to Stick Changemat (Spanish)	528143
9'x3' Red-White-Red Banner (Spanish)	528191

Spanish POS - Allocated by region request

* Identified most effective menu items by test region

**One time supply to be provided per field requests.

Note: Items in Bold typeface - choice of minimum of one placed in each call (see page 18 for details).

32% 1622	27	8	19
23% 1623	19	9	10
21% 1626	18	7	11
24% 1638	20	9	11
TOTALS	84	33	51

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